

SAJJ Mediterranean Builds on 10% Same-Store Sales Growth with Continued Bay Area Expansion

Bay Area-born fast casual adds new San Francisco and Stanford University locations while laying groundwork for future franchise growth in California and beyond

SAN FRANCISCO, CA, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- [SAJJ Mediterranean](#), the Bay Area-born fast-casual restaurant concept known for its fresh, customizable Mediterranean fare, is entering its next phase of growth, doubling down on its home market while laying the foundation for broader franchise expansion. Building on a 10% year-to-date increase in same-store sales, the brand is expanding its corporate footprint with new locations in downtown San Francisco and at Stanford University while advancing franchise development opportunities both within California and in new markets outside the state.



San Francisco Interior

The growth reflects a two-pronged strategy for SAJJ: continuing to invest in the Bay Area, where the brand was founded and has built its largest concentration of restaurants, while using franchising to introduce the concept to new communities and markets. SAJJ currently operates ten restaurants across California, with a strong concentration throughout the San Francisco Bay Area. The addition of Stanford and the new downtown San Francisco restaurant further strengthens that corporate foundation as the company looks toward its next stage of expansion.

“The Bay Area is home for SAJJ, and we believe there is still tremendous opportunity to grow here,” said Zaid Ayoub, founder and CEO of SAJJ Mediterranean. “At the same time, the strength we’re seeing across our existing restaurants gives us confidence that the brand is ready for its next phase. We’re continuing to invest in corporate growth in our home market while building a

franchise strategy that can introduce SAJJ to more communities throughout California and beyond.”

SAJJ's newest San Francisco restaurant, located at [71 Stevenson St., Suite 100](#), marks the brand's third location in the city. Spanning approximately 2,100 square feet, the restaurant brings SAJJ's signature customizable Mediterranean menu to the heart of downtown San Francisco. The space features high atrium ceilings, abundant natural light and SAJJ's signature “green farm feature,” reflecting the brand's emphasis on fresh ingredients, locally sourced produce from California farms and halal-certified proteins.

SAJJ will also expand its Bay Area footprint with a new location at Stanford University inside the Tresidder Memorial Union at [459 Lagunita Drive](#). Bringing the concept's customizable Mediterranean menu to the Stanford community, the location marks SAJJ's first “non-traditional” restaurant, with additional locations of this kind planned for the future.

Both restaurants will offer SAJJ's signature customizable dining experience, allowing guests to build their meals in an assembly-line format with a selection of wraps, pita sandwiches, rice and grain bowls, salads, proteins, spreads, sauces and toppings.

While SAJJ's immediate development remains focused on strengthening its corporate presence in Northern California, the company sees franchising as an important component of its longer-term growth strategy. SAJJ is currently laying the foundation for future franchise development, with an initial focus on opportunities in California and the potential to expand into select markets outside the state as the program develops.

About SAJJ Mediterranean:

SAJJ Mediterranean's family of restaurants and food trucks is focused on serving food that is personal, satisfying, and transporting. Built on the mission to create flavorful food that provides an escape from the everyday, SAJJ's Middle Eastern menu offers bold entrees made with fresh, locally-sourced ingredients and is highly customizable to fit the preferences of each guest. The rapidly growing fast casual has been recognized by a number of notable industry publications, including being named #6 on Fast Casual's list of Top 100 Movers & Shakers and featured on QSR's 40 Under 40, San Francisco Business Times' Top 100 Fastest Growing Private Companies, and the prestigious Inc. 5000 list. SAJJ Mediterranean currently operates eleven brick-and-mortar locations across California in San Francisco, San Jose, San Mateo, Menlo Park, Mountain View, Sunnyvale, San Ramon, San Bruno, and Sunnyvale. For more information, visit www.sajj.com.

Alexis Tella
Ajenda Public Relations
+1 4178342266

[email us here](#)

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